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# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2002 ANNUAL FINANCIAL REPORT (California Government Code Section 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



### Name and Address of Commercial Fund-raiser:

MKTG Teleservices, Inc.  
101 Continental Boulevard, Suite 400  
El Segundo, CA 90245

### Name and Address of Charitable Organization:

CT No. 69017

F.E.I.N. No.

Fine Arts Museum of San Francisco

Name of Charity  
233 Post Street

Address of Charity  
San Francisco, CA 94108

City, State, and ZIP Code of Charity

Figures from (check one): National Campaign ☐ California Campaign ☒

Telemarketing held (on) (from) 1/1/04, 20, to 6/30/04, 20  
(Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)  
If other, provide brief explanation

Fee ☒ Percentage ☐  
Other ☐

### 1. REVENUE

- A. Cash contributions
- B. Entertainment sales or admission charges
- C. Sales from products
- D. Advertisement sales
- E. Membership fees
- F. Other sources: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

A.  
B.  
C.  
D.  
E.

Fa.  
Fb.  
Fc.  
Fd.

### G. TOTAL REVENUE

\$92,070

✓

### 2. EXPENSES

(see attached)

- A. Fees or commissions
- B. Salaries
- C. Payroll taxes
- D. Employee benefits
- E. Cost of merchandise for resale
- F. Cost of entertainment
- G. Postage
- H. Advertising
- I. Telephone
- J. Rental of equipment
- K. Facilities charge
- L. Permits
- M. Other expenses: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

A.  
B.  
C.  
D.  
E.  
F.  
G.  
H.  
I.  
J.  
K.  
L.

Ma.  
Mb.  
Mc.  
Md.

### N. TOTAL EXPENSES

\$34,675

N.

✓ BIR

**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES****2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12599)

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3. Amount to Charity (subtract line 2N from line 1G) \$57,395 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) \_\_\_\_\_ 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) \_\_\_\_\_ 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 57,395 6.

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

- (b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Paul S. Papich, Sr. VP

11/22/04

Printed Name

Title

Date

organization for verifying the distribution.

Printed Name

Title

Date

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

\*Client refuses to sign report.

MKTG TeleServices, Inc.  
 Fine Arts Museums of San Francisco  
 2004 Telefundraising Campaign

Total money received by	Fine Arts Museums of San Francisco	\$92,070
Total fees paid to	MKTG TeleServices, Inc.	\$34,675
Total net to	Fine Arts Museums of San Francisco	\$57,395

fees paid to MKTG TeleServices, Inc.: prorated expenses	
payroll	\$21,498
office rental pro rata share	\$1,734
telephone	\$2,774
utilities	\$0
postage	\$1,387
printing	\$3,121
fundraising registration	\$347
insurance	\$347
recruitment	\$0
depreciation	\$1,387
office	\$693
other overhead expenses	\$1,040
total campaign expenses*	\$34,328
MKTG TeleServices net for profit and admin overhead	\$347

Total fees paid to MKTG TeleServices, Inc.	\$34,675
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\*these expenses are based on MKTG TeleServices' operating ratios.

MKTG TeleServices, Inc. does not receive donated funds. All monies rec'd are as reported to MKTG TeleServices by the charitable organization.

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